Our Man pauses in Paris

Pausing in Paris, Our Man contemplates a well-earned glass. He has travelled far. He has been to Holland and Belgium, to Germany and Austria. He has scoured Scandinavia and searched Italy from top to toe. His purpose? To find yet more new designs for Sanderson wallpapers and fabrics, and yet more new and stimulating ideas for making your home look just as you've always dreamed it might.

Before him are spread some of the triumphs of his travels. As soon as that glass is empty, he will whisk them back to England to add to the thousands upon thousands of home-produced fabrics and papers that are Sanderson's pride and your delight.

Sanderson go to the ends of the earth to provide everything you could wish for in wallpapers and fabrics. They are there, ready for your leisurely choosing, at any Sanderson showroom or dealer's.

SANDERSON

WALLPAPERS AND FABRICS

ARTHUR SANDERSON & SONS LTD. SHOWROOMS: **LONDON:** BERNERS ST., W.1. **GLASGOW:** 1, 3 NEWTON TERRACE. **EDINBURGH:** 7 QUEEN ST. **LEEDS:** 10 LOWER BASINGHALL ST. **MANCHESTER:** 8 KING ST. **LIVERPOOL:** RANELAGH ST. **BIRMINGHAM:** 258 CORPORATION ST. **LEICESTER:** CHARLES ST. **EXETER:** HIGH ST. **BRISTOL:** 4, 6 THE HORSEFAIR. **SOUTHAMPTON:** 65 THE AVENUE. **BRIGHTON:** 15-19 DYKE RD.

Canadian caps, a new world of

UNTIL MAY 1957 the BP shield was not visible in Canada. To-day you will see the green peaked cap of the BP service station attendant on more than 700 forecourts in the provinces of Quebec and Ontario.

Some six months after the beginning of this marketing scheme, early in 1958, British Petroleum started to build a refinery on the outskirts of Montreal. This refinery has now come on stream. It will produce about a million tons of petroleum products a year.

BP is also active in exploring and developing Canada's resources of crude oil and natural gas.

Throughout this comprehensive operation one precept has been followed by BP. Plan ahead. BP believes in 'hats off to tomorrow'.

BP BRITISH PETROLEUM

Carefree days at sea

TO THE U.S.A. by the world's fastest liner, the S.S. UNITED STATES, means five days of palatial holiday resort living. For slightly more leisurely luxury the S.S. AMERICA is also at your service.

Go the U.S. Lines way, and live gloriously. With currency restrictions lifted and virtually unlimited dollars available for travel, the entire family is free to revel in the wonderful life on board.

Fares to inland destinations and on-board expenses payable in sterling. Low Thrift Season fares are further reduced by 10% when round-trip tickets are purchased at the outset.

This will be a holiday to be remembered—accommodation planned with your comfort in mind, dancing to delightful music; swimming, deck games, pre-release films, superb food prepared to perfection.

The world-famous United States Lines offers unsurpassed comfort and warm, friendly service, whether travelling First, Cabin or Tourist Class.

Why treat travel to America just as transportation? Relax and enjoy your trip on a United States Lines ship.

UNITED STATES LINES

See your travel agent or United States Lines 50 Pall Mall, London, S.W.1

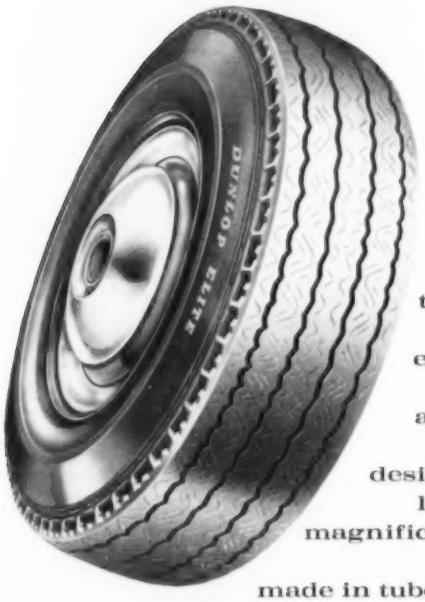
There is no finer way to the U.S.A.

Britain's finest cigarette,
just the best Virginia tobacco,
skilfully blended, expertly packed—
and just a penny more than ordinary cigarettes

4/2 for 20

DUNLOP PROUDLY ANNOUNCE THE

Elite



The new Dunlop 'Elite' tyre is intended for those motorists who place exceptional emphasis on silence, riding comfort and road grip. It marks a major advance in tyre design and this outstanding luxury tyre measures up magnificently to its higher price. Dunlop 'Elite' tyres are made in tubeless form with white or black sidewalls in the following sizes:— 7.00-14, 6.40-15, 6.70-15, 6.70-16, 8.20-15, 8.90-15.

DUNLOP *FIRST* AGAIN!

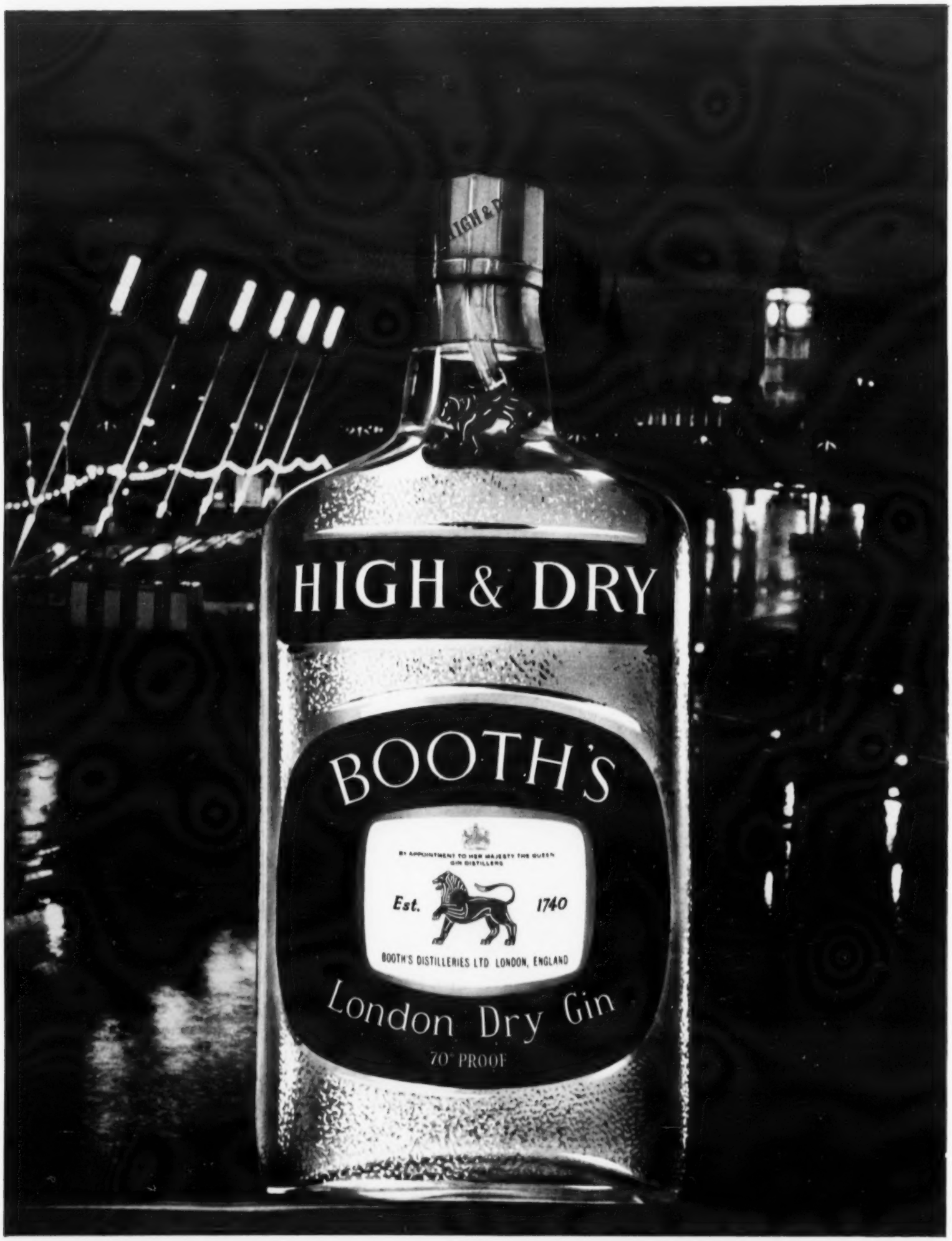
Thanks to advanced Dunlop technology, the 'Elite' incorporates a new man-made rubber exclusively developed by Dunlop, five years ahead of its time.

Its high-hysteresis properties are due to a new polymer S.B.64 which, combined with other unique factors, has produced a rubber with exceptional 'cling'.

This 'cling' characteristic is responsible for truly tenacious road grip—45% MORE RESISTANCE TO WHEELSPIN, 24% MORE CORNERING GRIP AND 15% MORE BRAKING ADHESION.

Additionally, the new wider and flatter tread pattern ensures an exceptionally *silent* ride with the virtual elimination of squeal while the nylon casing accounts for the remarkable strength of the 'Elite'.

THE TYRE FOR THE CONNOISSEUR MOTORIST



Outstanding!

One ear of barley looks very much like another

THE Whitbread buyer, however, can tell by sight and by feel which particular crop will measure up to the Whitbread standard. He is at the first stage on the long journey from the barley field to the bar counter, one of a chain of highly skilled and responsible people upon whose critical judgment the beer in the bottle depends and whose thoroughness is part of their second nature.

That is why you can have such confidence when ordering Whitbread.

rather dry in flavour and always in superb condition

WHITBREAD

PA 17/10

Men of enterprise look on Yardley as an investment. Look out in the shops for the new Yardley packs with the big 'Y' and you will discover the reason. Here are shaving lotions of incomparable freshness, shaving soaps and shaving foam of generous lather and subtle masculine scent. Here are more than a dozen designs for grooming that together, or in any combination you choose, add up to a *confident* man on top of his form throughout the day.

SHAMPOO SHAVING SOAPS SHAVING LOTIONS DEODORANT TALCS SHAVING FOAM

new design for good grooming